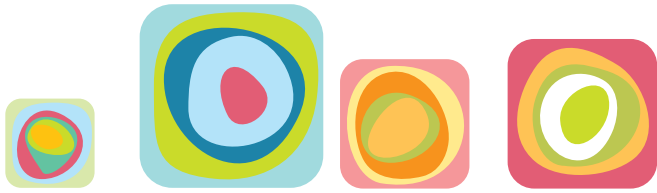


# The Fusion of Search and Social Media

**Search Has Changed.** It's Time to Stand Up and Take Notice.

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## Welcome to the new age of online marketing, where search and social media are one in the same.

From the blog in the search engine results page and the tweet about a special promotion, to that you-have-to-see-this-video and a top ranking in Google, one thing is clear—marketing has changed.

***Kick back, put your feet up and let us explain.***

Internet Comes Alive  
Websites Constructed

1996

Search Engine Marketing Developed

iTunes Launched  
LinkedIn Founded  
MySpace Created  
Blogs Introduced  
Facebook Created

2005

YouTube Created  
Social Media Comes Alive

iPhone Announced

2008

94.1 Million Blog Readers  
55 Million Users on Facebook

# The Online Marketing Timeline

## Back In The Day (circa 1996)

The internet was just coming of age, or at least, popularity. Companies had already realized the importance of an online presence, and websites were being constructed throughout the World Wide Web. But smart executives wanted their websites seen by more people. So search engine marketing was developed, using such tactics as optimizing content, creating meta tags, building keyword lists and more.

## Just Yesterday (circa 2005)

Social media marketing came to the forefront. Blogs, podcasts, videos, images and photos, social networking profiles, news and a whole lot more all became content that users (you) used, contributed to and wanted. In May 2008 eMarketer estimated 94.1 million blog readers in the United States alone, and according to Comscore, MySpace had 76 million users in 2008 while rival Facebook had 55 million. And the search engines had already taken notice. This type of content, (known as "earned content" because it can't be bought like traditional advertising) began to appear prevalently on search engine results pages in Google, Yahoo!, MSN and others.

### 2008 U.S. Social Network Usage\*

	12/1/2007 (Millions)	12/1/2008 (Millions)	Yearly Growth	Monthly Growth
<b>MySpace</b>	69	76	10%	.08%
<b>Facebook</b>	35	55	57%	3.8%
<b>Classmates</b>	10	16.6	66%	4.3%
<b>LinkedIn</b>	2.9	6.3	117%	6.7%
<b>Bebo</b>	N/A	4.9	N/A	N/A
<b>Ning</b>	0.8	3.9	388%	14.1%
<b>Friendster</b>	1.8	1.7	-6%	-0.5%

\*(Comscore)



2009

Search and Social Media fuse

**Today** (*circa now*)

Search engine marketing and social media marketing have fused, become one, united, joined. In the words of Frank Sinatra (or Tony Bennett if you prefer), you can't have one without the other. The content that is now being indexed by all of the major search engines is a collection of meta tags, blogs, photos, website copy, etc. In other words, your website needs social media to get noticed by the search engines, and found by your prospective audience. And to get noticed/found, it all needs to be optimized.

eMarketer estimated that the amount of advertising spending to reach a business audience on an online social network would increase from \$40 million in 2008 to \$210 million in 2012. It's clear that users want, search for and use other content, such as photo sharing sites, YouTube, Twitter, Wikipedia, blogs, social networks and more—and now is the time to give them the content they want. Today, user-generated properties are commonly found at the top of search results.

### Universal/ Blended Search Results

The screenshot shows a search engine interface with the following elements:

- Search Bar:** Contains the text "productX" and a "search" button.
- Navigation Tabs:** Web, Images, Maps, News, Shopping, Mail.
- Search Results:**
  - ProductX- Official Site:** www.productx.com Its a New Year For you, Buy Now.
  - News Results:** ProductX Puts out New Product Launching ProductY, and ProductZ. 2009 is going to be a great year for us.. Reuters >> 67 related articles
  - ProductX- Wikipedia, The Free Encyclopedia:** ProductX is a proud producer of product, they have been around for nearly 15 years. ProductX is well established and...
  - ProductX- Blog:** I write about how great productX is. Did you hear about the new...
  - Book- ProductX the new thing:** Get a copy of the, "New Thing" by Product X. Hardcover Price: \$69.95 ... Price: \$56.95 360 View., ProductX Softcover Price: \$44.95 360 View..
  - Video Results:** You Tube- ProductX in motion

On the left side of the screenshot, a vertical blue arrow points downwards, with several labels in colored boxes pointing to specific search results:

- Company's Official Paid Search Listing** (blue box) points to the top result.
- Corporate Press Release** (green box) points to the News Results.
- Independent Wikipedia Listing** (blue box) points to the Wikipedia entry.
- Independent Blog** (yellow box) points to the ProductX-Blog.
- Re-Seller Product Listing** (blue box) points to the Book-ProductX listing.
- Corporate YouTube Video** (yellow box) points to the Video Results.

# Optimizing Your Online Presence

It's no longer enough to optimize your website. With user-generated blogs, forums, videos, photo sharing sites, social networking sites and others growing in popularity and importance, you need to take a holistic approach. It's time to optimize your online presence.



*Let's use an example:*

**Meet Bob.** Bob is the proud owner of Company XYZ, which sells gadgets to businesses around the country. Originally started as a small regional shop, a few years ago Bob hired an online marketing company to help him expand nationally. So far, his SEO and PPC campaigns have been going well. His online marketing company has been a little concerned about his positions in the search engines lately, and has recommended social media marketing. But Bob isn't too concerned. He looks at social media as an added service that he is a bit curious about, but he doesn't understand it or see the need for it right now.

A few weeks go by, and Bob notices that online sales are down. He decides to check out his positions in the major search engines. What he finds does not make him happy. Company A, Company B, Company C and some company he has never even heard of are all appearing on the first page of results. He clicks through a couple of the links, and finds a Company A blog, Company B photos, a video on YouTube posted by Company C, and the new competitor's corporate website. So not only has the competition to have a company well-ranked in the search engines increased, search engine results have become diluted with sites like YouTube and Flickr.

When Bob calls his online marketing company, they explain that Company's A, B and C are using social media. And because his target customers are searching for and using this content, it is becoming increasingly relevant.

***So what is Bob to do?***





### *It sounds like it's time for Bob to optimize his online presence.*

Bob works with his online marketing company to setup a Company XYZ blog. Bob and his co-workers regularly write posts about his company, products, services and the industry. They promote the blog on their website, include a link to the blog in their online newsletter and print brochures. Several of their current and prospective customers make comments on the blog, and an open dialogue is created.

At the same time, Bob's online marketing company helps him optimize photos and post them to relevant photo sharing sites, create a weekly podcast that gets submitted to iTunes, shoot an informational video that gets optimized and posted to the corporate website and YouTube. They also create a Twitter account that Bob manages, a Facebook profile and banner ads that they strategically place around the web.

In his weekly podcast and on the blog, Bob tells his audience to check out Twitter for a special promotion. And his followers on Twitter also see that special promotion, alert their friends through their own tweets and head over to Company XYZ's website to check it out. Hundreds of people see the banner ads, and click through to a unique landing page, while those on Facebook follow a link to an informational video on YouTube, and share that link with their friends. And so the online word of mouth marketing goes. Soon, Bob can track potential customers coming in from all different channels using his online marketing company's analytics, and he notices that he has regained and increased his standings with the search engines. Better yet, his sales have picked up.

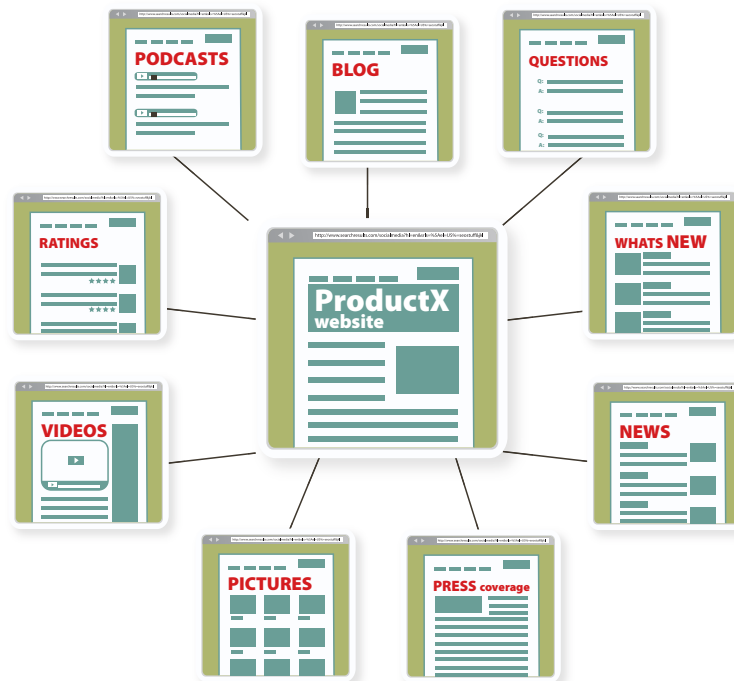
## Why, you ask?

Each of the social initiatives that Bob and his online marketing company instituted were well-researched given his target audience, strategically planned and well-optimized. By providing relevant, indexable content to the search engines, Company XYZ enhanced their online visibility, generating greater awareness in the search engines by those who were actively searching for their products and services. This, coupled with a complete integration strategy that included paid search, online media placement and analytics, brought in more traffic to the site—leading to increased conversions and greater sales.

*Every company will benefit from different approaches, but you get the picture.*

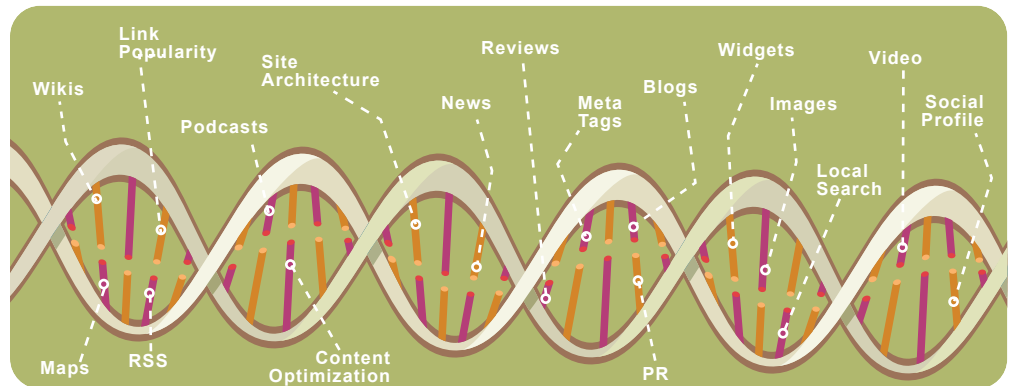
### Content Optimization

By providing a variety of relevant, indexable content to the search engines, you can increase your online visibility. Blogs, podcasts, videos, images and other content will help to increase your site's positions in the search engines and share your unique personality with the world.



# The New Search: Illustrated

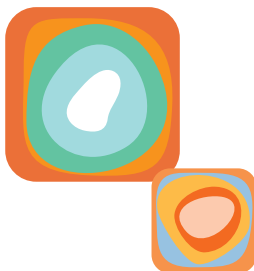
Here's an illustration that further explains how you can optimize your online presence:



## *A Single Strategy Will Get Results*

No longer are search and social media separate strategies and services. Today, they absolutely go hand-in-hand. Major search engines are indexing everything, and customers are looking for you everywhere. According to a survey from Ketchum and the USC Annenberg Strategic Public Relations Center, 26 percent of U.S. consumers now use social networks, up from just 17 percent who used them in 2006. And in just two years, the usage of blogs has nearly doubled. By taking a holistic approach, you get to be in the conversation with your target audience. No longer are you interrupting them to get your message across. Instead, you're talking with them. By optimizing all digital communications—news sites, videos, blogs, photos, social profiles, podcasts and more—you gain all the advantages of digital marketing.

But remember, it's important to do it the right way, and make each piece effectively work together. When done correctly, search and social media can have unimaginable results. But there is a lot of room for error. By finding an experienced digital marketing company who understands your business and your marketplace, you can rest assured that your new search campaign will be running smoothly sooner rather than later.





## Contact Us

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